

Message Text

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PAGE 01 MEXICO 04663 292104Z

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ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 COME-00 /018 W

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R 292006Z MAY 75

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC 8004

INFO AMEMBASSY CARACAS

AMEMBASSY GUATEMALA

AMEMBASSY MANAGUA

AMEMBASSY PANAMA

AMEMBASSY QUITO

AMEMBASSY SAN JOSE

UNCLAS MEXICO 4663

E.O. 11652: N/A

TAGS: EAIR, BEXP, MX

SUBJ: CIVAIR: PROMOTIONAL TOUR, SIKORSKY S-58T

REF: STATE 120847

1. SIKORSKY PROMOTIONAL TOUR TO MEXICO WAS PRINCIPALLY HINDRED BY TIMING. SLIPPAGE IN SCHEDULE PLACED DEMONSTRATION AT BEGINNING OF TRADITIONAL VACATION PERIOD (LAST TWO WEEKS IN MAY) FOR GOM EMPLOYEES. ADDITIONAL COMPLICATIONS AROSE DUE TO OFFICIAL VISIT TO MEXICO OF SENEGAL'S PRESIDENT SENGHOR, FURTHER REDUCING ATTENDANCE DUE TO NO FAULT OF SIKORSKY.

2. SIT DOWN BREAKFAST AT LOCATION AWAY FROM DEMONSTRATION SITE NECESSITATED OVERLY LONG PROGRAM, PROBABLY DISSAUDING BUSY HIGHER OFFICIALS FROM ATTENDING. EMBASSY WOULD SUGGEST FUTURE PRESENTATIONS TO BE ENTIRELY IN IMMEDIATE VICINITY OF HANGAR. COFFEE AND DONUTS OR COCKTAILS COULD BE OFFERED AND THE AUDIENCE COULD BE SPLIT INTO GROUPS, ALLOWING SOME TO VIEW THE FILM/SLIDE PRESENTATION WHILE OTHERS ARE RIDING IN THE HELICOPTER, FURTHER SAVING TIME AND ENCOURAGING ATTENDANCE.

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3. DEMONSTRATION OF HELICOPTER ITSELF WAS IMPRESSIVE

AND THE VISUAL AIDS WERE OF HIGH QUALITY, ALTHOUGH MILITARY APPLICATIONS OF HELICOPTER MAY HAVE BEEN OVERSTRESSED IN SOME OF THE SLIDES AND FILMS. SIKORSKY MAY WISH IN THE FUTURE TO SEPARATE MILITARY AND CIVIL AVIATION PILOTS INTO ONE GROUP FOR SPECIAL DEMONSTRATION. THIS MARKET SEGMENTATION WOULD ALLOW A MORE TAILORED SALES PRESENTATION THAN THE BROAD BRUSH TREATMENT GIVEN HERE.

4. IN GENERAL, A FOUNDATION WAS LAID FOR SIKORSKY EFFORTS IN MEXICO. WHILE SIGNIFICANT SALES MAY BE SEVERAL YEARS AWAY (ESPECIALLY CONSIDERING CHANGE IN GOM PRESIDENT NEXT YEAR AND RESULTANT POSTPONEMENT OF SIGNIFICANT GOM PURCHASES UNTIL HE TAKES OFFICE), SIKORSKY SHOULD BE ENCOURAGED TO CONTINUE ITS EFFORTS AND TO CONTINUE TO COURT POTENTIAL MEXICAN PURCHASERS. PERSISTANCE IS OFTEN REWARDED IN THE MEXICAN MARKET.
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